ABSTRACT OF THE DISCLOSURE

If a commodity desired to purchase is selected in a purchaser terminal, a list of users (information providers) having a purchase history of the commodity at a shopping site is displayed. The purchaser terminal exchanges messages in real time with an information terminal of an information provider selected from the list, and obtains information concerning the commodity (information provision). In the case where the purchaser purchases the commodity, its commodity ID and a user ID of the information provider are associated with each other and stored in a shopping site operation apparatus. After the purchase of the commodity, a comment and/or evaluation concerning the information provision are input. On the basis of the comment and/or evaluation, privilege is granted to the information provider. The comment and/or evaluation are reflected in information of the information providers.